



# PLATTAN TWEED EDITION

## For Immediate Release

Stockholm, Sweden – Introducing the Plattan Tweed Edition – the third headphone to be launched under the Urbanears Editions line of headphones. The Plattan Tweed Edition is available at Urbanears retailers worldwide, and online at [Urbanears.com](http://Urbanears.com) from October 25th, 2012.

The Plattan Tweed Edition is enveloped in hand-woven Harris Tweed, and made from 100 percent virgin wool. It features brown ear-caps, a brown textile cord with Kevlar® core, and orange accents. On the inside of the headband you will find a hand sewn Harris Tweed label, ensuring authenticity.



## More About Plattan

Recognized worldwide for its great features, design and value, Plattan is the perfect classic headphone. It utilizes innovative functions and performance with today's technology. It can be folded down to the size of your fist for maximum mobility and also features the Zound Plug on one of the ear-caps, allowing for a friend to plug in and share your music.

*\*Manufacturer's suggested retail price: \$80, €80, £80*

*\*Retail price may vary depending on country. Please visit [Urbanears.com](http://Urbanears.com) for current price information.*



*For high-resolution images please visit [Urbanears.com](http://Urbanears.com).*

Based in Stockholm, Sweden, Urbanears makes headphones that fit your everyday life. Supplying the perfect listening device for anyone with a pocket full of music and a wish to make the most of it, Urbanears models are designed to optimize sound and captivate self-aware customers by matching preferences in size, style, design, function and relation to music. Other companies may try to emulate the brand, but Urbanears is the original in colorful headphones.

